



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

## Contract # 3076620

**Schedule Dates** 10/25/17-10/31/17  
**Advertiser** Ed Gillespie for VA Governor (116805)  
**Agency** Strategic Media Placement (6694)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Ed Gillespie (671299)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 3239  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/24/17  
**Last Modified** 10/24/17  
**Entered By** Tiffany Lewis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$21,911.25  
**Net Total** \$124,163.75  
**Sales Tax**

## Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	62	\$79,350.00
Nov. 2017	48	\$66,725.00
<b>Grand Total:</b>	<b>110</b>	<b>\$146,075.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	5A- News-Good Morning Washington at 5a					2	2			4	\$475.00	\$1,900.00	Washington (WJLA)		10/24/17
2.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	5A- News-Good Morning Washington at 5a		1	2						3	\$475.00	\$1,425.00	Washington (WJLA)		10/24/17
3.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	6A- News-Good Morning Washington at 6a					2	2			4	\$1,000.00	\$4,000.00	Washington (WJLA)		10/24/17
4.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	6A- News-Good Morning Washington at 6a		2	2						4	\$1,200.00	\$4,800.00	Washington (WJLA)		10/24/17
5.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	7A- ABC-Good Morning America					3	2			5	\$1,000.00	\$5,000.00	Washington (WJLA)		10/24/17
6.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	7A- ABC-Good Morning America		2	3						5	\$1,200.00	\$6,000.00	Washington (WJLA)		10/24/17
7.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	9A- Live with Kelly					2	1			3	\$500.00	\$1,500.00	Washington (WJLA)		10/24/17
8.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	9A- Live with Kelly		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/24/17
9.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	10A- Rachael Ray					1	2			3	\$450.00	\$1,350.00	Washington (WJLA)		10/24/17
10.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	10A- Rachael Ray		1	1						2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17

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\$21,911.25

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11.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	11A- ABC-The View					2	1			3	\$450.00	\$1,350.00	Washington (WJLA)		10/24/17
12.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	11A- ABC-The View		2	1						3	\$600.00	\$1,800.00	Washington (WJLA)		10/24/17
13.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	12P- News-ABC 7 News at Noon					1	1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
14.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	12P- News-ABC 7 News at Noon		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/24/17
15.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	1P- ABC-The Chew					1	1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
16.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	1P- ABC-The Chew		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/24/17
17.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	2P- ABC-General Hospital					1	1			2	\$600.00	\$1,200.00	Washington (WJLA)		10/24/17
18.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	2P- ABC-General Hospital		1	1						2	\$700.00	\$1,400.00	Washington (WJLA)		10/24/17
19.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	Orbit- [P]Hot Bench(Th Fr), [P]Hot Bench 2(Th Fr)					1	1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
20.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	Orbit- [P]Hot Bench(Mo Tu), [P]Hot Bench 2(Mo Tu)		1	1						2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
21.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	4P- News-ABC 7 News at 4p					1	1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
22.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	4P- News-ABC 7 News at 4p		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/24/17

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23.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	5P- News-ABC 7 News at 5p					2	1			3	\$550.00	\$1,650.00	Washington (WJLA)		10/24/17
24.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	5P- News-ABC 7 News at 5p		1	2						3	\$700.00	\$2,100.00	Washington (WJLA)		10/24/17
25.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	6P- News-ABC 7 News at 6p		1	1						2	\$800.00	\$1,600.00	Washington (WJLA)		10/24/17
26.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	6:27P- 6:30P (EST)					1				1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/24/17
27.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	6:27P- 6:30P (EST)		1							1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/24/17
28.0	Normal Line / Access	10/25/17-10/27/17	2	:30	6:57P- 7P (EST)				1	1	1			3	\$6,000.00	\$18,000.00	Washington (WJLA)		10/24/17
29.0	Normal Line / Access	10/31/17-10/31/17	2	:30	6:57P- 7P (EST)			1						1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/24/17
30.0	Normal Line / Access	10/25/17-10/27/17	2	:30	7P- Wheel Of Fortune				1	1	1			3	\$2,000.00	\$6,000.00	Washington (WJLA)		10/24/17
31.0	Normal Line / Access	10/30/17-10/31/17	2	:30	7P- Wheel Of Fortune		1	1						2	\$2,500.00	\$5,000.00	Washington (WJLA)		10/24/17
32.0	Normal Line / Prime Premium	10/30/17-10/30/17	2	:30	8P- ABC-Dancing with the Stars (Monday)		1							1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/24/17
33.0	Normal Line / Prime Premium	10/30/17-10/30/17	2	:30	10:01P- ABC-The Good Doctor (Monday)		1							1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/24/17
34.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	11P- News-ABC 7 News at 11p				1	1	1			3	\$1,200.00	\$3,600.00	Washington (WJLA)		10/24/17

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35.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	11P- News-ABC 7 News at 11p		1	1						2	\$1,400.00	\$2,800.00	Washington (WJLA)		10/24/17
36.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	11:35P- ABC-Jimmy Kimmel				1	1	1			3	\$500.00	\$1,500.00	Washington (WJLA)		10/24/17
37.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	11:35P- ABC-Jimmy Kimmel		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/24/17
38.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	12:35A- ABC-Nightline				1	1	1			3	\$350.00	\$1,050.00	Washington (WJLA)		10/24/17
39.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	12:35A- ABC-Nightline		1	1						2	\$400.00	\$800.00	Washington (WJLA)		10/24/17
40.0	Normal Line / Prime Premium	10/26/17-10/26/17	2	:30	8P- ABC-Greys Anatomy (Thursday)					1				1	\$8,000.00	\$8,000.00	Washington (WJLA)		10/24/17
41.0	Normal Line / SPOT	10/28/17-10/28/17	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
42.0	Normal Line / Football	10/28/17-10/28/17	2	:30	8P- Sports-ABC College Football Prime							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/24/17
43.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	8A- ABC-Good Morning America Sunday								1	1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
44.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	10:30A- Government Matters								1	1	\$150.00	\$150.00	Washington (WJLA)		10/24/17
45.0	Normal Line / Access	10/25/17-10/27/17	2	:30	7:30P- Jeopardy				1	1	1			3	\$3,000.00	\$9,000.00	Washington (WJLA)		10/24/17

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47.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	6P- News-ABC 7 News at 6p				1	1	1			3	\$700.00	\$2,100.00	Washington (WJLA)		10/24/17

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